

# Michael Haarala

Public Relations/Journalism

**Address:** 270 Creeks Edge Circle  
Ruston, LA 71270

**Phone:** (920) 915-1309

## EDUCATION

- 2012 - 2013 + University of Wisconsin-Madison  
**Attended Fall 2012 through Fall 2013**
- 2014-2016 (Expected) + Louisiana State University  
**Bachelor of Arts, Public Relations**  
**Minor in Business**  
GPA: 3.01

## SOCIAL MEDIA

Facebook: Mike Haarala  
Twitter: @haarala\_TDR  
Instagram: @mhaarala  
Google+: Michael Haarala  
LinkedIn: Michael Haarala  
Email: mhaaral1@lsu.edu  
Website: michaelhaarala.com

## WORK EXPERIENCE

- 2014 - Present + The Daily Reveille  
**LSU Football and Basketball Staff Writer**  
Create LSU football and basketball content for both print and digital along with managing live LSU football and basketball social media updates .
- 2014 - Present + PEAK Conference Group  
**Social Media Coordinator**  
Create and curate content for use on various social mediums to build brand, engage with targeted audiences and build awareness for PEAK Conference Group events. Write press releases and assist in market research.
- Summer 2014 + MaxLite  
**Utility Solutions Program Intern**  
Generated content for marketing flyers, managed and updated Rebate Finder tool on MaxLite website, entered purchase orders for LED lighting and updated internal product database.
- Summer/Fall 2013 + EatStreet  
**Product Development Intern**  
Contributed to many different areas of the startup, such as writing for the EatStreet blog, assisting in social media campaigns, testing the phone sales program, and developing an internal corporate newsletter.

## CAMPUS INVOLVEMENT

LSU Lacrosse  
-January 2014 - Present

UW Madison Advertising Club  
-Sept. 2013 - Dec. 2013

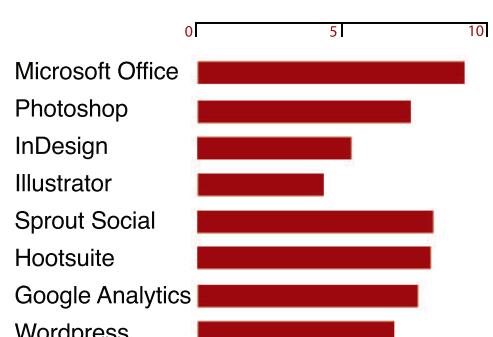
Worldwide Orphanage Relief Coalition  
-Sept. 2012 - Dec. 2013

-Vice President of Membership Outreach  
-Used social media to create buzz for WORC activities, created and strengthened relationships with UW students and built brand recognition for WORC.

b.Line Magazine Marketing Team  
Sept. 2012 - May 2013

Sigma Phi Society  
Sept. 2012 - Dec. 2013

## SKILLS



## REFERENCE

Available on request